daily

ETSY SHOP

PLANNER

EXPLODE YOUR BUSINESS RESULTS

Etsy Shop

PLANNER

SELF MADE

DAILY
ETSY SHOP
PLANNER

EXPLODE YOUR BUSINESS RESULTS

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THIS PLANNER BELONGS TO

OPPORTUNITIES DON'T HAPPEN.
YOU CREATE THEM.

CHRIS GROSSER

THE BASICS

shop VALUES

ETSY SHOP NAME: TAGLINE:

MISSION STATEMENT

UNIQUE SELLING PROPOSITION

MY STRENGTHS

CORE VALUES

1.
2.
3.
4.
5.

target CUSTOMER

CUSTOMER'S NAME: CUSTOMER'S AGE:

CUSTOMER'S LOCATION: CUSTOMER'S VOCATION:

CUSTOMER'S FAMILY STATUS: CUSTOMER'S PERSONALITY:

CUSTOMER'S PROBLEM

MY SOLUTION TO THE PROBLEM

WHERE TO FIND CUSTOMER ONLINE

CUSTOMER'S CORE VALUES

1.
2.
3.
4.
5.

shop BUILDER

SHOP PHOTO

SHOP TITLE:

CATEGORIES + SECTIONS

BRAINSTORM UPDATES

ABOUT

SHOP MEMBERS

shop BRANDING

GENERAL AESTHETIC

KEYWORDS:

SKETCHES + DOODLES

COLOR PALETTE

HEX: _____ HEX: _____ HEX: _____ HEX: _____

TYPOGRAPHY

I FIND THE HARDER I WORK, THE MORE LUCK I SEEM TO HAVE.

THOMAS JEFFERSON

BIZ GOALS

DETERMINE YOUR GOALS

BRAINSTORM IDEAS

1

First, think and write down as many ideas that you have that you would like to see your business accomplish (to sell 1 million products, to make a profit, to give back to the community). Anything that you can think of, both big and small. Remember, these are LONG-TERM goals that you want to complete in a year.

Then, circle 5 of your favorite ideas as possible goals. You'll want to circle the first five that grab your attention.

2

List below all the things you want to BE, DO and HAVE in the next 1-5 years.

annual GOALS

TURNING IDEAS INTO GOALS

Write the top 5 things you would like to work towards (from the list previously made)	What would achieving this goal do for you?	How exciting is this goal? Score it out of 10

annual GOALS

GOAL	TACTICAL STEPS (HOW)	DUE DATE	STATUS

NOTES:

annual GOALS

OVERVIEW

YOUR COMPANY NAME/LOGO

MY GOALS ARE:

1.	BY:
2.	BY:
3.	BY:
4.	BY:
5.	BY:

THE BENEFITS OF MY GOALS ARE	KEY ACTION STEPS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

monthly GOALS

YEARLY OVERVIEW

Split all of the tactical steps that you listed previously (See Annual Goals Overview) that are needed in order to achieve your goals into months according to the deadline you set.

JAN	FEB	MAR	APR	MAY	JUN
JUL	**AUG**	**SEP**	**OCT**	**NOV**	**DEC**

monthly GOALS

MONTH OF:

GOAL	TACTICAL STEPS (HOW)	DUE DATE	STATUS

INCOME		
NET INCOME	# OF ORDERS	# OF VIEWS

WEBSITE			
EMAIL SUBS	UNIQUE PAGE VIEWS	UNIQUE VISITORS	GOOGLE VISITORS

SOCIAL MEDIA				
FB	TWIT	INSTA	PIN	YT

monthly TRACKER

MONTH OF:

BEST SELLING ITEMS
1.
2.
3.
4.
5.

MOST VIEWED ITEMS
1.
2.
3.
4.
5.

TOP KEYWORDS
1.
2.
3.
4.
5.

TRAFFIC SOURCES
1.
2.
3.
4.
5.

monthly OVERVIEW

MONTH OF: _____

NET REVENUE

INCOME	
OUTCOME	
BALANCE	

ORDER		REVENUE	
LAST MONTH		LAST MONTH	
GOAL		GOAL	
STATUS		STATUS	
SUBSCRIBERS		**PAGE VIEWS**	
LAST MONTH		LAST MONTH	
GOAL		GOAL	
STATUS		STATUS	

weekly PLAN

DATES: _____ - _____

GOALS

GOAL	TACTICAL STEPS	DUE DATE	STATUS

TASKS

MON	TUE	WED	THUR	FRI	THE WEEKEND

daily PLAN

DATE: _____

SCHEDULE

5
6
7
8
9
10
11
12
1
2
3
4
5
6
7
8
9
10
11
12

OBJECTIVES

1. ☐
2. ☐
3. ☐

TASKS

☐
☐
☐
☐
☐
☐
☐
☐

WORKOUT ☐

WATER

NOTES FOR TOMORROW

SUCCESSFUL PEOPLE DO WHAT UNSUCCESSFUL PEOPLE ARE NOT WILLING TO DO. DON'T WISH IT WERE EASIER, WISH YOU WERE BETTER.

JIM ROHN

INFO & CONTACTS

CLIENT

NAME _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ WORK PHONE _____

NATURE OF BUSINESS _____

_____

_____

CALL DAYS M T W T F S S DELIVERY DAYS M T W T F S S

DELIVERY INFORMATION _____

_____

_____

REFERRED SOURCE _____

IMPORTANT NAMES	POSITION	CONTACT INFO

IMPORTANT NOTES

_____

_____

_____

suppliers LIST

COMPANY	CONTACT NAME	PHONE	EMAIL	ITEM SOLD

other CONTACTS

COMPANY	CONTACT NAME	PHONE	EMAIL

STOP CHASING THE MONEY AND START CHASING THE PASSION.

TONY HSIEH

LISTS, LOGS, & KEY DATES

time LOG

WAGE: $ _____

ACTIVITY	START TIME	END TIME	TIME SPENT	DID YOU PLAN TO DO THIS NOW?

to-do LIST

PRIORITY	DUE DATE	WHAT	IN PROGRESS	DONE

stop LIST

STOP DOING	WHY?	TIME SAVINGS

KEY DATES

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

KEY DATES

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

amma rose designs

YOU CAN NEVER HAVE TOO MANY RESOURCES FOR YOUR BUSINESS. I KNOW YOU'RE LOOKING FOR THE NEXT BEST THING, AND WE HAVE IT FOR YOU!

SOCIAL MEDIA PLANNER

BLOGGING PLANNER

MARKETING PLANNER

AMMA ROSE DESIGNS

XOXO

MEET Kayla

Meet Kayla, your Online Sales & Marketing Director!

In August 2018, she discovered her love for creating planners, templates, and spreadsheets in order to streamline everything in her previous blog and Etsy shop.

By September, she had created a brand and business around teaching other creative business owners to start, manage, and grow their online shops and blogs.

Currently, she has sold hundreds of her planners, guides, and templates while also teaching thousands of people how to follow in her footsteps.

One of her most valuable resources for her students has been the Ultimate Business Planner.